

Response: 10/074,484
Action of 9/1/06

Attorney Docket: P12916

Listing of the Claims

1. (Currently Amended) A method comprising:

creating a program schedule that includes a listing for a television program that

has supplementary content provided as an enhancement transmitted in association
with the program;

associating a predefined unique symbol with a type of the supplementary content;
and

providing the predefined unique symbol in association with the listing in the
program schedule.
2. (Canceled).
3. (Canceled).
4. (Original) The method of claim 1 wherein the predefined unique symbol is a text
string.
5. (Canceled).
6. (Original) The method of claim 1 wherein the predefined unique symbol is a
graphic symbol.
7. (Original) The method of claim 1 wherein the predefined unique symbol is an
image.
8. (Original) The method of claim 1 further comprising distributing the program
schedule.
9. (Original) The method of claim 8 further comprising:

printing the program schedule in a publication; and

printing the predefined unique symbol in the publication.

Response: 10/074,484
Action of 9/1/06

Attorney Docket: P12916

10. (Original) The method of claim 8 further comprising:
- transmitting the program schedule; and
 - transmitting the predefined unique symbol.
11. (Original) The method of claim 10 further comprising transmitting data which when accessed by a machine causes the machine to display an animated version of the predefined unique symbol.
12. (Original) The method of claim 8 further comprising:
- making the program schedule available on the World Wide Web; and
 - providing the predefined unique symbol in association with the listing in the program schedule on the World Wide Web.
13. (Original) The method of claim 12 further comprising:
- providing a selectable element in association with the predefined unique symbol on the World Wide Web; and
 - enabling provision of the supplementary content in response to selection of the selectable element by a user.
14. (Currently Amended) A method comprising:
- receiving a program schedule, the program schedule further comprising:
 - a listing for a television program that has supplementary content provided as an enhancement transmitted in association with the program; and
 - a predefined unique symbol in association with the listing, where the predefined unique symbol is associated with a type of the supplementary content; and
 - sending the program schedule to a display.

Response: 10/074,484
Action of 9/1/06

Attorney Docket: P12916

15. (Original) The method of claim 14 further comprising:

receiving a signal corresponding to selection of the predefined unique symbol by a user; and

communicating with a device, causing it to present the supplementary content in response to the signal.

16. (Original) The method of claim 14 further comprising:

receiving an animated version of the predefined unique symbol; and
sending the animated version of the predefined unique symbol to the display.

17. (Currently Amended) A method comprising:

distributing a television program to an audience, where the program has
supplementary content provided as an enhancement transmitted in association
with the program;

distributing the supplementary content to the audience, where a type of the
supplementary content is associated with a predefined unique symbol; and
providing listing information for the program.

18. (Canceled).

19. (Canceled).

20. (Original) The method of claim 17 wherein the predefined unique symbol is a text string.

21. (Canceled).

22. (Original) The method of claim 17 wherein the predefined unique symbol is a graphic symbol.

Response: 10/074,484
Action of 9/1/06

Attorney Docket: P12916

23. (Original) The method of claim 17 wherein the predefined unique symbol is an image.
24. (Currently Amended) An apparatus comprising:
- a receiver to receive a transmission comprising a program schedule, the program schedule further comprising:
 - a listing for a television program that has supplementary content as provided as an enhancement transmitted in association with the program; and
 - a predefined unique symbol in association with the listing, where the predefined unique symbol is associated with a type of the supplementary content;
 - a display component coupled to the receiver to display the program schedule on a display device and to display the predefined unique symbol on the display device.
25. (Original) The apparatus of claim 24 further comprising:
- an input device to receive a signal corresponding to selection of the predefined unique symbol on the display device by a user; and
 - a content delivery component to provide the supplementary content in response to the signal.
26. (Currently Amended) A tangible machine accessible medium comprising data that when accessed by a machine causes the machine to perform actions according to the method of claim 14.

Response: 10/074,484
Action of 9/1/06

Attorney Docket: P12916

27. (Currently Amended) A tangible machine accessible medium comprising data that when accessed by a machine causes the machine to perform actions according to the method of claim 15.

28. (Currently Amended) A tangible machine accessible medium comprising data that when accessed by a machine causes the machine to perform actions according to the method of claim 16.